

MAIL TO:
Office of the Attorney General
Registry of Charitable Trusts
P.O. Box 903447
Sacramento, CA 94203-4470

STREET ADDRESS:
1300 I Street
Sacramento, CA 95814
Telephone: (916) 323-5079

WEB SITE ADDRESS:
<http://ag.ca.gov/charities/>

COMMERCIAL FUNDRAISER FOR CHARITABLE PURPOSES

ANNUAL FINANCIAL REPORT FOR 2004 (California Government Code Section 12599)

Failure to file annual financial report by January 30th annually for each calendar year of solicitation may result in late fees as defined in Government Code Section 12586.1

An annual financial report must be filed for each event for each charity solicited for during the previous calendar year.



Name and Address of Commercial Fundraiser: The Heritage Company, Inc. Name of commercial fundraiser 2402 Wildwood Avenue Address of commercial fundraiser Sherwood AR 72120 City, State, and ZIP Code	Name and Address of Charitable Organization: CT No. 75273 F.E.I.N. No. Multiple Sclerosis Association of America, Inc. Name of charity 706 Haddonfield Road Address of charity Cherry Hill NJ 08002 City, State, and ZIP code of charity
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Figures from (check one): National Campaign ☐ California Campaign ☒

Telemarketing held (on) (from) 1/1, 20 04, to 12/31, 20 04
(Type of activity) (Date or dates must be shown)

Is the contract between the commercial fundraiser and charity based upon a fee or percentage of revenue? Fee ☒ Percentage ☐ Other ☐
If other, provide brief explanation _____

1. REVENUE

A. Cash contributions	\$594,652.79	A.
B. Entertainment sales or admission charges		B.
C. Sales from products		C.
D. Advertisement sales		D.
E. Membership fees		E.
F. Other sources: (Specify)		
a. _____		Fa.
b. _____		Fb.
c. _____		Fc.
d. _____		Fd.

G. TOTAL REVENUE

\$594,652.79 G. ✓

2. EXPENSES

A. Fees or commissions	See attached itemization	A.
B. Salaries		B.
C. Payroll taxes		C.
D. Employee benefits		D.
E. Cost of merchandise for resale		E.
F. Cost of entertainment		F.
G. Postage		G.
H. Advertising		H.
I. Telephone		I.
J. Rental of equipment		J.
K. Facilities charge		K.
L. Permits		L.
M. Other expenses: (Specify)		
a. _____		Ma.
b. _____		Mb.
c. _____		Mc.
d. _____		Md.

N. TOTAL EXPENSES

\$325,341.59 N.

Regality of Chantable Trusts
MAR 07 2005

RECEIVED

Regality of Chantable Trusts
MAY 02 2005

RECEIVED

COMMERCIAL FUNDRAISER FOR CHARITABLE PURPOSES
ANNUAL FINANCIAL REPORT FOR 20____

(California Government Code Section 12599)

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3. Amount to charity (subtract line 2N from line 1G) \$269,311.20 3.
4. Less additional fundraising expenses paid by charity including fee paid to commercial fundraiser (to be completed by charity) \$0.00 4.
5. Less fair market value of goods and/or services used for the event which were paid by sponsor(s) \$0.00 5.
6. Net proceeds realized by charity from the campaign (subtract lines 4 and 5 from line 3) \$269,311.20 6. ✓

7. (a) Does any officer, director, partner or owner of the commercial fundraiser have any affiliation with or control over, directly or indirectly, the charitable organization for which the commercial fundraiser has contracted to solicit?

☐ Yes ☒ No If "yes" complete the following:

Name of officer, director, partner or owner of commercial fundraiser	Name and address of charitable organization	Relationship of officer, etc. to charitable organization
See attached list of officers and directors		

- (b) For each affiliation identified in 7(a), attach copy of the contract between the commercial fundraiser and the charity.

Under penalties of perjury, I declare that I have examined this report, including accompanying documents, schedules and statements, and to the best of my knowledge and belief, it is true, correct and complete.

Glenda Keenihan Secretary/Treasurer 1/3/05
Signature of authorized officer (commercial fundraiser) Printed name Title Date

This report must be signed by two officers or directors of the charitable organization for verification.

Terrence J McFarland VP Mktg & Sales 10 Feb 05
Signature of authorized officer/director (charity) Printed name Title Date

NEAL ZOREN DIRECTOR OF DIRECT MARKETING 9 FEB 2005
Signature of authorized officer/director (charity) Printed name Title Date

CAMPAIGN FINANCIAL REPORT

THE HERITAGE COMPANY

(Name of Professional Solicitor)

(Registration Number)

MULTIPLE SCLEROSIS ASSOCIATION OF AMERICA - CALIFORNIA

(Name of Charitable Organization or Sponsor)

For the period beginning 01/01/04 through 12/31/04

GROSS REVENUE 594,652.79

EXPENSES

SALARIES, WAGES, COMMISSIONS	<u>142,121.00</u>
PROMOTIONAL FEES	<u>19,146.50</u>
POSTAGE	<u>7,710.00</u>
TELEPHONE	<u>105,498.50</u>
RENT	<u>40,606.00</u>
SUPPLIES	<u>4,369.00</u>
LICENSES, PERMITS	<u>7,196.00</u>
ADVERTISING	<u>8,995.00</u>
ACCOUNTING/DATA PROCESSING	<u>50,629.00</u>
LIST PREPARATION	<u>3,983.50</u>
OTHER:	<u> </u>
	<u> </u>
	<u> </u>
	<u> </u>

TOTAL EXPENSES 390,254.50 65.63%

Net Proceeds 204,398.29 34.37%

Amount Retained by Charitable Organization or Sponsor 269,311.20 45.29%

Percentage of Funds Received by Charitable Organization or Sponsor 45.29%
(Amount Retained by the Charitable Organization or Sponsor divided
by Gross Revenue)

Net Income/Loss (-) to THC -64,912.91 -10.92%
(pending ongoing collections & reconciliations)